



Mercedes-Benz

The new Mercedes-Benz A-Class makes its Canadian debut

TORONTO, ON – The Mercedes-Benz A-Class made a dramatic Canadian debut at Toronto’s REBEL nightclub on November 14. The unique launch event took guests on an exhilarating journey that recreated a day spent behind the wheel of an A-Class, and was inspired by the cutting-edge infotainment system that is making its debut in the model: Mercedes-Benz User Experience (MBUX).

Press Information

Date:
November 15,

The theme for the event was “Hey Mercedes, Set the Mood” – a nod to the A-Class’s highly customizable features and ability to help the driver make the most of every moment of the day. Over the course of the evening, guests experienced four distinct moods – Up & At It, City Hustle, Escape the City, and Night Drive – each of which delivered a fully immersive sensory experience complete with sights, sounds, and a menu that was carefully crafted to match the ambiance.

The transition between each mood was scripted to mimic an interaction between MBUX and a driver, which underscored the theme’s connection to the new infotainment system as well as the A-Class. “Hey Mercedes” is the verbal prompt to activate voice control for the advanced, voice-activated MBUX infotainment system. Each transition was cued up with a voice saying “Hey Mercedes, Set the Mood,” which prompted every screen in the venue to update, immediately transforming the entire look and feel of the venue for the more than 2,000 guests in attendance. The impactful use of REBEL’s digital screens was another effect that was designed to mimic the A-Class, whose interior features a digital cockpit that spans the entire width of the vehicle without visual interruption.

Prior to the dramatic reveal of the A-Class, a five metre tall 3D screen displayed oversized dynamic visuals, surrounding party-goers with images that helped to create the right ambiance to suit each mood. Between the third and fourth moods, the screen disappeared in a dramatic Kabuki drop, revealing the vehicle everyone had come to see: the new Mercedes-Benz A-Class.

“The A-Class redefines luxury in the compact class with a mix of beautiful design, a luxurious and spacious interior, and MBUX – our completely new, cutting-edge infotainment system,” says Brian D. Fulton, President & CEO, Mercedes-Benz Canada. “We have become accustomed to constant connectivity and personalized experiences. In the A-Class we’re bringing those capabilities to personal mobility. With this exciting entry in the compact class, we hope to welcome a new generation of Canadian drivers to the Mercedes-Benz family.”

About the new Mercedes-Benz A-Class

Pricing starts at \$35,990 for the A 250 Hatch and \$37,990 for the A 250 4MATIC Hatch, and includes impressive standard features such as a panoramic sunroof, LED High Performance Headlamps, Mercedes-Benz User Experience (MBUX), Mercedes me connect (Mmc), and DYNAMIC SELECT.

The new A-Class is the first Mercedes-Benz model to feature MBUX, a completely new multimedia system that is ushering in a new era in connectivity. MBUX is customizable and adapts to suit the user, with an ability to learn thanks to artificial intelligence. The A-Class also comes equipped with Mmc, an app-based platform that effectively connects drivers with their vehicles. Mmc allows drivers to monitor their vehicle status through an app on their smart phone and to take advantage of convenient features such as Remote Start and Remote Door Lock/Unlock.

The interior of the new A-Class features a modern avant-garde look that suits its advanced infotainment system. It evokes a feeling of spaciousness that is amplified by a panoramic sliding sunroof, which is a standard feature in a Mercedes-Benz compact car for the first time. The vehicle’s unique interior architecture is apparent in the innovative design of its dashboard. For the first time, there is no overhang above the digital screens on the dash. As a result, the wing-shaped main body of the dashboard – available with either two 7-inch displays (17.78 cm), or two 10.25-inch displays (26.04 cm) – extends from one front door to the other without visual interruption. The optional 64-colour ambient lighting enhances the free-floating effect of the dash.

With DYNAMIC SELECT as a standard feature, drivers can choose between four different drive programs – ECO, Comfort, Sport, and Individual – which set options for the engine, transmission and steering.

The exterior of the new A-Class reflects sportiness, dynamism and emotion. Visually, the vehicle is lengthened by a character line along its side, while the sloped “shark-nose” design of its hood emphasizes its upright front. The wheel arches, which can accommodate 17- to 18-inch wheels, underscore the sportiness of the new A-Class. Its LED High Performance Headlamps and Tail Lamps, which come standard on the A-Class, provide a new dimension of lighting technology in the segment.

Visit the [Mercedes-Benz Canada media site](#) for more information on the new A-Class.

About Mercedes-Benz Canada

Mercedes-Benz Canada is responsible for the sales, marketing and service of the Mercedes-Benz and Mercedes-AMG passenger vehicles, Mercedes-Benz Vans and smart. Headquartered in Toronto, Ontario, Mercedes-Benz Canada Inc. employs approximately 1,700 people in 21 locations across Canada. Through a nationwide network of 11 Mercedes-Benz owned retail operations and 48 authorized dealerships, Mercedes-Benz Canada sold 52,298 vehicles in 2017. This represents the best year ever for the company and has positioned Mercedes-Benz as the top luxury manufacturer in Canada for the fourth consecutive year.

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